

I Love Waffles.com Content Questionnaire

Super Duper Waffle Hut of America

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By answering the questions below, I'll be better positioned to write awesome content that speaks to your audiences in a genuine, engaging manner. (And you'll learn something about yourself along the way!)

When in doubt, please provide MORE information rather than less, even if you think it might be confusing or contradictory. I'll find the meat of your messaging and will ask follow-up questions where necessary. Go!

1. In a nutshell, what problem(s) do your product(s) solve for users?
2. Describe the kind of person you consider to be THE perfect user or customer. (Age, gender, income, budget, length of relationship with you, location, etc.)
3. What kinds of terms would this person use (in a Google search) if s/he was to discover you online? (e.g., pancake house, waffle recipes, etc.)
4. Now describe additional people you also would love to find you for services. (Other companies? Locations? Small businesses? Potential hires?)
5. What kinds of terms would these people use (in a Google search) if they were to discover you online? (e.g., breakfast jobs, waffle franchises, etc.)
6. Who are two of your competitors?
 - a. Why would your target audience (described in Question 1) choose you over these two competitors?
 - b. What advantages do these competitors have over you? (e.g., Been around longer, have more waffles, have larger locations, etc.)
 - c. What advantages do you have over these competitors? (e.g., Lower price points, have no negative reviews, etc.)
7. Why do your existing users/customers love you or your product(s)?
8. Which of the following statements sounds most like what you might say to someone who contacts you about your product(s):
 - a. You will love our waffles.
 - b. You will love I Love Waffles.
 - c. People love our waffles.
 - d. People love I Love Waffles waffles.
9. What do you want I Love Waffles to *achieve as a business*?